

CONSUMER PREFERENCES TOWARDS ONLINE SHOPPING IN PUNE CITY

PRAKASH TAMBE, KRANTI SHINGATE & PRADNYA RAJPUT

Assistant Professors of Post Graduate College of Agri Business Management, Talegaon Dabhade, Pune, Maharashtra, India

ABSTRACT

In Today's era, technology is performing the main task for joining the people with company for purchasing of products or services. Online shopping is providing all the information about the product and services available anywhere around the world and it can be opened for 24/7. Therefore, organizations have focused on online facilities for selling and buying of products and services. While selling online, there should be focus on consumer preferences because it has changed in terms of choices, quality, services, selling and buying. The main reason behind this is that, most of the people are connected with internet through electronic devices. Therefore, consumers are showing very keen behavior to buy and sell their chosen products. Online shopping has made positioning in the consumer mind because its saves time, easy payment and it will display many options to choose best of the best of his choice of product.

The sample in the present study was collected from the consumers of online shopping and it is based on convenience sample technique. The primary data collected through interview with consumer. The 100 respondents from different professions i.e. 25 from each category like students, employees, business persons and Housewives were selected. The efforts were made to understand which factors are influencing on consumers of Pune City for purchasing of products through online shopping. Also this study includes that which professions or level of occupation are showing interest in online shopping in Pune City.

The results indicated that 86 percent of consumers are aware about the online shopping websites and 75.58 per cent consumer are use online shopping website for purchase of products. About 41.53 per cent consumers are gives preference to Amazon online shopping providers followed that 36.92 per cent consumer are gives preference to flipchart. Nearly, 49.23 per cent consumers said that service provided by online shopping provider is good, while 38.46 percent consumers said it is excellent. Purchase frequency of the consumer is 35.58 per cent purchase fortnightly through online website, while 26.15 per cent are purchase product once in year. About 26.15 per cent consumers were gives preference to electronic products and 16.92 percent gives preference to cloth and jewelries when purchase from online shopping website. Majority i.e. 84.6 per cent consumer gives preference to online shopping because it save time while 81.53 per cent are said that it provides wide variety of products and 76.92 per cent are said that they provide offer and discount. Regarding delivery of product, 50.77 per cent consumers said that after the order is given, the product is delivered within week and 33.84 per cent consumers said that it was delivered within 2-3 days. About quality, 82 per cent consumers were opined that, the quality of product was better while 44 per cent were said that quality of product was best. About 60 per cent consumers have opined that replacement policy of online shopping providers is average while 23.08 per cent were said that it was poor. Majority (75.38 per cent) respondents opined that they are getting back their purchased product amount when product is faulty.

The study indicated that online shopping has been facilitated to the consumers by providing best of the best product within the range of budget through saving their time and money.

KEYWORDS: Online Shopping, Consumers Behavior, Payment Method & Purchase Type

Received: Jan 10, 2017; Accepted: Feb 19, 2017; Published: Feb 22, 2017; Paper Id.: IJSMMRDAPR20171

INTRODUCTION

In present scenario, most of the organizations and consumers are focusing and rapidly increasing use of internet for business. The online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Online stores typically enable shoppers to use "search" features to find specific models, brands or items. The market is shifted from real market to digital market. Michael Aldrich is the founder of the online shopping, he introduced online shopping in 1979. Day by day internet usage is increasing, so also the use of online marketing is increasing in Pune City. Many companies like Flipkart, Amazon, Snapdeal.com, Jabong, Myntra, Localbanya, Homeshop18, Infibeam etc. are working for online shopping. If the product is bought from Company by consumer through online is known as business to consumer [B2C] online shopping, it means consumer is directly approach to the company for purchase of product and if product is bought for business from another business it is known as [B2B] online shopping. In the present world largest online retailing corporations are Amazon.com, E Bay and Flipchart. Now companies are using effective marketing strategies to analyze various factors to convert their potential consumers into active ones. The factors such as information about the product, simplicity of use, Satisfaction, free door service, product return, Cash back, Security/Privacy and Proper usage. In this paper we are trying to understand the preferences of consumers towards online shopping.

RESEARCH METHODOLOGY

The present study sample was collected from the consumers of online shopping and it is based on convenience sample technique. The primary data collected through interview with Consumer with the help of specially designed questionnaire. Primary data were collected from surveys and descriptive research, discussion with experts and responsible persons/authority, through schedule and questionnaires and information was collected relating to their income level, education, age, opinion about scheme etc. Secondary data were collected from various sources like Internet Articles, Magazine etc. Accordingly, 100 questionnaires were prepared with intention to get the required information to analyze the data. The 100 respondents from different professions i.e. 25 from each category like students, employees, business persons and Housewives have filled the questionnaire completely that was found fit for analysis. This portion intends to analyze which factors are influencing on consumers. As regards functional analysis, two variables such as independent and dependent variables are analyzed based on the opinions expressed by the respondents. The consumers and their designations are considered as independent variable, while the factors are considered as dependent variable for the analysis.

RESULTS AND DISCUSSIONS

Awareness about Online Shopping Site

Generally consumer are purchase the product from shop, so to know the consumer behavior about the online shopping, it is necessary to study the awareness of consumer for online shopping.

Table 1: Awareness about Online Shopping Site

Sr. No.	Occupation	Aware	Unaware	Total
1	Students	23	2	25
2	Employees	20	5	25
3	Businessman	24	1	25
4	Housewives	19	6	25
	Total	86	14	100

From Table 1 it is revealed that 86 per cent of to sample are aware about the online shopping site, while only 14 per cent are unaware about the online shopping site. From the total sample 24 per cent businessman were aware about the online shopping followed that 23 per cent students are aware about the online shopping.

User and Non User of Online Shopping Site

Most of the time consumer is aware about the product and it services but due to some reason they are not ready to purchase the products so to find out the actual users of online shopping which helps in to find out the reasons behind the nonusers and improvement in the products and services.

Table 2 reveals that 75.58 per cent of respondents are using the online shopping site for purchase of the products. It also shows that the 24.41 per cent businessman are use online shopping while 20.93 per cent students are using online shopping to purchase the products.

Table 2: User and Non User of Online Shopping Site

Sr. No.	Occupation	User	Nonuser	Total
1	Students	18	5	23
2	Employees	15	5	20
3	Businessman	21	3	24
4	Housewives	11	8	19
	Total	65(75.58)	21(24.41)	86(100)

Preference of the Respondents for Online Shopping Site

There are so many website for purchase of product through online shopping but only few are providing the better quality product and better service to consumer, so it was necessary to find the preference of the consumer for purchasing of product from website.

Table 3: Preference of the Respondents for Online Shopping Site

Sr. No.	Occupation	Flipchart	Amazon	Snapdeal	Others	Total
1	Students	7	7	3	1	18
2	Employees	4	6	2	3	15
3	Businessman	8	9	4	0	21
4	Housewives	5	5	0	1	11
	Total	24(36.92)	27(41.53)	9(13.84)	4(6.15)	65(100.00)

It is clear from Table 3 that profession-wise opinion of the respondents about the browsing utilization of websites of various sites of online shopping. 41.53 per cent have preferred Amazon website for purchase of products through online followed that 36.92 per cent have preferred Flip chart web site and 13.84 per cent respondent are using Snapdeal for purchase of product through online.

Respondents' Opinion on Services Provided by the Online Shopping Providers

Online shopping providers focus on the consumer expectations. This can help to consumer to find the product of his requirement. Online shopping providers, provides the home delivery service in low cost, cash discount, coupon, etc. to consumer.

Table 4: Respondents' Opinion on Services Provided by the Online Shopping Providers

Sr. No.	Occupation	Opinion			Total
		Excellent	Good	Average	
1	Students	9	7	2	18
2	Employees	6	8	1	15
3	Businessman	7	11	3	21
4	Housewives	3	6	2	11
	Total	25(38.46)	32(49.23)	8(12.30)	65(100.00)

From Table 4 it is clear that, the occupation-wise opinion of the respondents about services provided by the online shopping providers. It is found that 49.23 per cent respondents out of 65 selected have opined that services provided by providers of online shopping are good, 38.46 per cent respondents opined that it is excellent, followed by the 12.30 per cent to an average. Thus, it may be said that majority of the respondents opined that online shopping providers are providing good products and services.

Respondents' Purchasing Frequency on Online Shopping

Online shopping sites are providing number of variety of products and daily they provide the offers for consumer to purchase their products. This can help to increase number of consumers and also number of visits of existing consumer. Therefore, it is necessary to study the frequency level of respondent.

Table 5: Respondents' Purchasing Frequency on Online Shopping

Sr. No.	Occupation	Opinion				Total
		Once in a Week	Once in a Fortnight	Once in a Month	Once in a Year	
1	Students	4	6	4	4	18
2	Employees	2	5	6	2	15
3	Businessman	1	10	3	7	21
4	Housewives	3	2	2	4	11
	Total	10(15.38)	23(35.38)	15(23.07)	17(26.15)	65(100.00)

From the Table 5 it is clear that 23 respondents i.e. 35.38 percent are using online shopping to purchase any products ones in the fortnight, followed those 17 respondents i.e. 26.15 percent are using online shopping once in year for purchase of any products.

Consumer Preference towards the Products

It can be found from Table 6 that 26.15 per cent respondents out of 65 selected are purchasing electronics products, 16.92 per cent respondents are using online shopping for purchase of Cloth and jewelries.

Table 6: Category Wise Purchasing of Products on Online

Sr. No.	Products	Occupation Level				Total
		Students	Employee	Businessman	Housewives	
1	Clothing & Jewelries	4	2	1	4	11(16.92)
2	Health & Beauty	4	-	1	3	8(12.30)
3	Electronic devices	6	5	3	3	17(26.15)
4	Books	3	1	4	-	8(12.30)
5	Automotive	-	2	7	-	9(13.84)
6	Sports	-	3	4	-	7(10.76)
7	Other	1	2	1	1	5(7.69)
	Total	18	15	21	11	65(100.00)

Reasons Behind Selecting Online Shopping

From Table 7 it can be revealed that the details about the profession-wise opinion of the respondents about the reasons behind, for selecting online shopping. It is found that 84.61 per cent respondents out of 65 selected have opined that it saves the time, 81.53 per cent respondents opined that it displays wide variety of products.

Table 7: Reasons Behind for Selecting Online Shopping

Sr. No.	Products	Occupation level				Total
		Students	Employee	Businessman	Housewives	
1	Wide variety of products	13	12	18	10	53(81.53)
2	Low price	10	11	21	6	48(73.84)
3	Save Time	12	15	21	7	55(84.61)
4	Offers/Discount	16	9	14	11	50(76.92)
	Total					100

Opinion about Delivery Services Provided by Online Shopping Companies

It is found from Table 8 that 50.77 per cent respondents have stated that product is delivered to the consumer within week, followed that 33.84 per cent respondents opined it arrived within 2-3 days. So from the above table it can be concluded that, when order is given to the company then it can be fulfill by company within 2-3 days or within a weeks.

Table 8: Respondents' Opinion on Product Deliver After Invoice

Sr. No.	Occupation Level	Opinion				Total
		Same Day	Within 2-3 Days	Within Week	Within 15 Days	
1	Students	2	8	6	2	18
2	Employee	1	4	8	2	15
3	Businessman	1	7	12	1	21
4	Housewives	-	3	7	1	11
	Total	4(6.16)	22(33.84)	33(50.77)	6(9.23)	65(100.00)

Quality of the Products Purchased by Online Shopping

Through online shopping consumer purchase the products by seeing the photos uploaded by company but many times consumer expectation is not match because the uploaded photo and delivered product is not match. Some time products features are not match with the consumer expectation so it is necessary to study the quality parameters of the product.

Table 9: Respondents' Opinion on Quality of Products in Online Shopping

Sr. No.	Occupation Level	Opinion				Total
		Best (4)	Better (3)	Good (2)	Average (1)	
1	Students	6(24)	4(12)	6(12)	2(2)	18
2	Employee	2(8)	7(21)	3(6)	3(3)	15
3	Businessman	1(4)	11(33)	4(8)	5(5)	21
4	Housewives	2(8)	4(16)	3(6)	2(2)	11
	Total	44	82	32	12	65

From Table 9 it is clear that, quality of the online purchase product is better i.e 82 per cent score is given by consumer to better quality, while 44 per cent said that quality of the product is best. It means that product provided by company through online shopping is fulfils the consumer expectation.

Replacement Policy for Defective Products

It happens with one consumer out of 100 that the product quality, features are not match with the consumer expectation so company has given the replacement for defective product. Replacement policy helps to hold the consumer and also make the loyal consumer towards the company. Some company provides the replacement policy and the feedback service to consumer.

Table 10: Respondents' Opinion on Replacement Policy for Defective Products

Sr. No.	Occupation Level	Opinion			Total
		Good	Average	Poor	
1	Students	4	12	2	18
2	Employee	5	9	1	15
3	Businessman	1	14	6	21
4	Housewives	1	4	6	11
Total		11(16.92)	39(60.00)	15(23.08)	65(100)

From Table 10 it is observed that, 39 respondents i.e. 60 per cent are of opinion that the replacement policy of the online shopping company is average, while 23.08 per cent said that replacement policy of the online shopping company is poor and 16.92 per cent respondent said that replacement policy is good.

Payback Service When Product is Faulty

Some time consumers are not ready to replacement of faulty product, they prefer to payback. But company providing the new offers or discount to consumer to purchase another product or new product but consumer are not ready to buy the new product.

Table 11: Respondents' Opinion on Payback on Purchased Products When Product is Faulty

Sr. No.	Occupation Level	Opinion		Total
		Yes	No	
1	Students	15	3	18
2	Employee	11	4	15
3	Businessman	17	4	21
4	Housewives	6	5	11
Total		49(75.38)	16(24.61)	65(100)

From Table 11 it is observed that 75.38 percent respondents opined that they are getting back their purchased product amount, while 24.61 percent respondents says that they are not getting back purchased product amount when product is faulty.

CONCLUSIONS

The number of Internet users are increasing day-by-day, meanwhile online shopping also increased. Online shopping has been facilitated to the consumers by providing best of the best product within the range of budget through saving their time and money. It is clear fact that, online shopping has become a part in the lives of many people, there are many reasons behind the increase of online shopping store, they offer many options in respect of products and easy payment mode etc, when compared to personal/direct shopping.

REFERENCES

1. Alina Babar et al (2014) Factors Influencing Online Shopping Behavior of Consumers, *Journal of Basic and Applied Scientific Research*, Vol 4 (4) pp 314-320, ISSN 2090-4304.
2. Alka Kumawat and Tandon (2014) Factors Influencing Customer's Satisfaction Level Towards Online Shopping in Jaipur and Gurgaon, *International Journal of Innovative Research and Development* Vol 3 issue 4, pp 348-356, ISSN 2278-0211.
3. Ankit Goel and Parul Garg (2014), Study on Consumer Preferences for E Shopping, *International Journal of Applied Research in Engineering and Science*, Vol1 Issue1, ISSN 2347-9337.
4. Ather Akhlaq et.al (2014), Online shopping A Global Perspective, *Journal of Basic and Applied Scientific Research*, Vol 4 (5) pp 153-160, ISSN 2090-4304.
5. Bellman, S., Lohse, G. and Johnson, E. (1999), Predictors of online buying behaviour, *Communications of the ACM*, 42 (12), 32-38.
6. Monsuwe, T. P., Dellaert, B. and Ruyter, K.(2004) 'What drives consumers to shop online A literature review,'*International Journal of Service Industry Management*,15(1),102-121
7. Prashant singh (2014), Consumers Buying Behaviour Towards Online Shopping user's in Lucknow city, *Journal of Research In Commerce and Management* Vol 3, pp 27-34.

